

Abstract

Bachelor thesis entitled *The Analysis of Communication Activities of Junák Organisation in 2011 on the Example of National Charity Events* deals with the largest educational organization in the Czech Republic. The aim is to introduce the organisation Junák – svaz skautů a skautek ČR in terms of its mission, history and current status. It contains an analysis of communication activities of the non-profit organization, which is focused on the analysis of media coverage and communication tools that this non-profit entity used the most. In the second part, this bachelor thesis deals with charity events of non-profit organizations and describes in details four national charity events of the scout movement – Betlémské světlo, gatherings Postavme školu v Africe, KAPKA and Velikonoční skautské kuřátko, then compares their sense to the mission of Junák and its communication strategy. The last part focuses on primary research carried out by the author of this work on the target group of respondents aged 15 to 26 years. The research examined whether the organizing charity events affect the image of non-profit organizations, whether charities are perceived differently by people who went through scout education and those who were never scouts, whether these current scout charity projects are meaningful and functional, and whether young people are aware of the charity events of Junák. This study also presents recommendations for the scout organization regarding organizing charity projects in the future.